IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of enabling disintermediation in a business model, said method comprising the steps of:

embedding extra information related to the business model in content ~~(116),~~ ;

distributing the content ~~(116)~~ with the embedded information via a third party ~~(202)~~ to a rendering device ~~(204) for output (120) to a~~ ;

rendering the content with the embedded information thereby forming an output signal;

receiving the output signal;

extracting the embedded information from the received output signal; and ~~receiver (220) arranged for~~

processing the extracted embedded information in the course of the business model.

2. (Currently Amended) ~~A~~ The method as claimed in claim 1, ~~whereby~~ wherein the extra information is related to an e-commerce application.

3. (Currently Amended) ~~A~~ The method as claimed in claim 2, ~~whereby the~~wherein said receiving step uses a receiver ~~(220) is~~ arranged for participating in the e-commerce application.

4. (Currently Amended) ~~A~~ The method as claimed in claim 1, ~~whereby~~ wherein said embedding step comprises embedding the extra information ~~is embedded~~ in the content ~~(116) by means of~~using a watermark.

5. (Currently Amended) ~~A~~ The method as claimed in claim 1, ~~whereby~~ wherein the output ~~(120)~~signal is in the acoustical domain.

6. (Currently Amended) ~~A~~ The method as claimed in claim 1, ~~whereby the receiver (220) comprises~~wherein said receiving step is performed by a mobile phone.

7. (Currently Amended) An arrangement ~~(100)~~ for enabling disintermediation in a business model, said arrangement comprising:

a content source ~~(201)~~ for providing content;

means for embedding extra information related to the business model in said content; ~~(116),~~

a distributor ~~(202)~~ for distributing the content ~~(116)~~ with the embedded information ~~to~~;

a rendering device ~~(204)~~ for picking up the content with the embedded information and for rendering an output ~~(120) to~~ signal corresponding to said content with the embedded information;

a receiver ~~(220) arranged~~ for receiving said output signal, and for extracting and processing the embedded information in the course of the business model.

8. (Currently Amended) A receiver ~~(220)~~ for use in the arrangement of claim 7, said receiver comprising:

receiving means ~~(131)~~ for receiving a signal ~~(120) comprising~~ having embedded extra information related to a business model~~,~~;

decoding means ~~(132)~~ for extracting the embedded extra information from the signal ~~(120),~~; and

processing means ~~(133)~~ for processing the embedded information in the course of the business model.

9. (Currently Amended) The receiver ~~(220) of~~ as claimed in claim 8, ~~being arranged~~ wherein said receiver further comprises:

means for transmitting at least a portion of the ~~output (120)~~ signal to a supporting server ~~(250)~~; and

means for receiving from the supporting server ~~(250)~~ the extra information that was embedded in the portion of the signal.

10. (Currently Amended) A computer program product ~~(141) comprising~~comprising instructions for a processor, wherein said processor, when executing said instruction, is capable of ~~receiving means (131) for~~ receiving a signal ~~(120)~~ comprising extra information related to a business model, ~~decoding means (132) for~~ extracting the extra information from the signal ~~(120)~~, and ~~processing means (133) for~~ processing the embedded information in the course of the business model.